

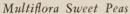
Sweet Pea Little Sweetheart

FLOWER NOVELTIES

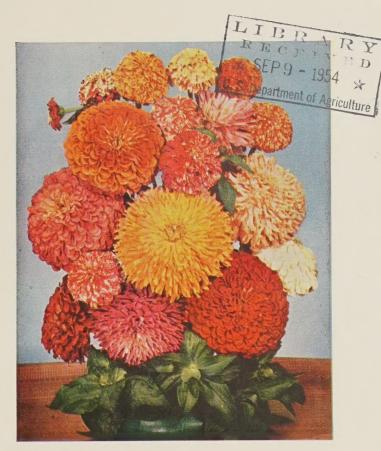
Illustrated here are some Novelties from Macdonald's 1954 Flower Seed catalog. All will be available from fresh new crop seed after harvest.

Sweet Pea Little Sweetheart is already an outstanding retail attraction. People like its dwarf compact habit—never before have Sweet Peas been used for borders or bedding. From our garden of Zinnias—we have chosen perfect specimens of Giant Cactus Flowered Hybrids, Peppermint Stick, and California Giant Zinnias. Also Multiflora Sweet Peas—can you imagine a single stem 14 inches long with 8 or more florets? We grow 10 colors and a mixture in the new Multiflora type.

Please consult our 1954 Wholesale Catalog for prices and descriptions on these and other Novelties. We offer a complete selection of Flower Seeds. Color electros are available at cost.







From a garden of Zinnias

Novelties for Your Best Trade

On the reverse side is a full description of Sweet Pea Little Sweetheart—together with several other interesting novelties which will be featured headliners in many seedmen's next catalogs. We can supply selected seed on all items from 1954 harvest.

Please write for photos on any Novelties you want to illustrate. Color electros are available for pictures on this page at \$35.00 per set.

WILLIAM MACDONALD SEED CO.

Flower Seed Growers

SANTA MARIA • CALIFORNIA



"Little Sweetheart"

Macdonald

cer Sweet Pea. Plants grow entirely new class of Spen-"Little Sweetheart" is an

Spencer type flowers. It is a sparkling mixture with a full color son, to mauve, lavender, blue and maroon-with many bi-colors. range; from white and cream, thru salmon, rose, scarlet and crimnot require any support and are literally covered with large rounded bush about 8 inches high. These compact little plants do upright and form a perfectly

Sweet Pea been adaptable to so many new uses. for the home gardener, who can now use this Sweet Pea novelty flowering over a long period. It has been especially developed for borders, bedding or pot plant culture. Never before has a You should plan now to feature "Little Sweetheart" Sweet Pea "Little Sweetheart" comes into bloom early and will continue

available at cost. Black and white photos will be supplied free are obtainable from the Schmidt Lithograph Co. in San Francisco. in 1955. As a convenience to customers, beautiful full color packets inches showing a rose colored plant in full bloom. Electros are For catalog illustration, we will have a four color plate $3 \times 3\%$ Per Oz. 3.00 Per Lb. 30.00

MARIGOLD AFRICAN KON TIKI (Incurved Type)

Macdonald

pure yellow Marigold from fectly describe this new the Incas-seems to per-"Kon Tiki"-The Sun God of

our extensive trial ground plantings.

average 3 inches and are of the new double Gaillardia form. each plant making very even growth. 18 inches tall, with flower heads standing above the foliage and "Kon Tiki" will bloom as early as the French types, grows about It is an early flowering dwarf African variety. Flowers will

golden yellow, we believe they lead the trend towards earlier and yet is an ideal cut flower variety. With Aurora, our deep as regular Chrysanthemum types. It has a softer appearance flowering and smaller plants in the African Marigold family. This double Gaillardia form of flower is not as tightly incurved

Per Ox. 1.50

Per Lb. 15.00

ZINNIA GIANT CACTUS FLOWERED "Burpee Hybrids"

petal formation is extremely attractive, some flowers being ruffled size and are carried on husky stems for cutting. Their informal pastels to bright scarlet. Flowers average from 5 to 6 inches in pearance. Our mixture has a gorgeous range of colors, from ing, and ideal for garden decoration. others curled and quilled. Plants are strong growing, free bloom-These are immense flowered, yet informal and delicate in ap-(See color plate.) Per Lb. 8.00

Per Oz. 1.00

"Blaze"

a really outstanding Zinnia. habit as Burpee Hybrids. All-America Selection for 1954. This is Brilliant flame-orange color. Same informal flower type and

Per Lb. 25.00

TETRAPLOID SNAPDRAGONS (Tetra Type)

spikes with evenly spaced immense ruffled florets. These are all outstanding exhibition type Snapdragons. bedding. Their tetraploid blood strains produce long tapering These are the finest Antirrhinium available for either cutting or

spaced on long tapering spikes. Beautiful for cutting. "Candlelight"—Very fine bright yellow. Large florets are wel

dark green. Plants are strong, producing 2 foot spikes of closely "Crimson"—A sparkling deep velvet crimson. Foliage is thick and

16 inch span of ruffled florets. one immense spike per plant, up to 30 inches tall and having a "Pink Shades"—Light to deep rose pink. Freely branching with

and solids. Base branching habit with 8 to 10 stems per plant cover 9 inches on a spike. averaging 22 inches tall. Individually large florets closely spaced primrose thru terra cotta, to deep amber pinks—both bi-colors "Sunset Hybrids"—These have a most attractive color range of

a 2 foot spike. orange. Base branching habit. Large ruffled florets cover half "Talisman Hybrids"—A gorgeous blend of gold, scarlet, yellow and

tinctive flowering habits as Sunset Hybrids. "White"—A pure paper white. Base branching and similar dis

Price each above

Per Lb. 50.00

unusual colors and combinations. "Tetra Mixed"—A fine evenly balanced mixture containing many Per Oz. 5.00

Per Oz. 3.50 Per Lb. 35.00

VERBENA ELFIN TYPES (Dwarf Compact)

Macdonald

class of dwarf compact in 1950 heralded a new The introduction of "Pixie"

can easily be achieved. for any flower bed. Or if planted solid, a sparkling mass effec ance. In the various colors, one or more makes an ideal edging always a mass of flowers and never present a ragged appear florets average over 3/4 inch. These attractive little plants are across and 15 to 20 stems comprise a single plant. Individual and a uniform 9 inches. Trusses of florets measure over 2 inches Verbena. Growth is upright

Pixie—bright scarlet with cream eye

Sprite -- colorful blend of pink and rose shades

Imp-bright rose with large white eye

Price each above

Per Oz. 3.00 Per Lb. 30.00

Fairyland Mixture—a complete range of colors from our Trial

Per Lb. 30.00

Per Oz. 3.00

CELOSIA PAMPAS PLUME

fast growing strain ideal for cut flowers. deep crimson and scarlet, thru copper, gold and bronze. It is a feathery spikes are carried on good stems and range in color from An improved giant flowered mixture in the Plumosa type. Large

Per Oz. 1.50

Per Lb. 15.00

SWEET PEA EARLY MULTIFLORA "El Capitan"

flowered variety. Six and spinel red, and a true multihere is a vivid carmine Direct from our trial ground

Macdonald

addition to the new Multiflora Sweet Pea class. more florets are closely spaced on long pencil stems. "El Capitan' should ideally suit both home gardener and florist. It is a fine Per Oz. 2.00 Per Lb. 20.00

PETUNIA GRANDIFLORA SINGLE "Pop Corn"

Early flowering and ideal for pot work or bedding. dwarf and compact habit. Large pure white plain edged flowers Identical with the popular Snowstorm, but having an exceedingly

Price per 1/16 Oz. 5.00 1/4 Oz. 15.00 1 Oz. 50.00

MARIGOLDS FRENCH DWARF DOUBLE "Color Magic"

irregularly marked with dark red. Plants are bushy and compact similar to Spry. Fully double 11/2 inch flowers. Attractive blend of yellow and orange flowers, having petals Per Oz. 1.00

Per Lb. 8.00

"Lemon Drop"

Excellent bedding variety. Early canary yellow compact 9 inch plants bloom profusely

Per Lb. 15.00

Per Oz. 1.50

"Rusty Red"

ment on Robert Beist Color is an attractive rusty red. Flowers are frilled. An improve-Medium dwarf plants carry large 2 inch fully double flowers.

Per Oz. 1.00

Per Lb. 10.00

ASTER BURPEEANA EXTRA EARLY

and florists. flowers and long stems make it attractive to both home gardeners ing about two weeks ahead of Queen of the Market. Its large Burpeeana is perhaps the earliest Aster strain in cultivation, floweruniform in growth, with a closely compact, upright habit. Aster will attain a size of 4 inches. Plants are 20 inches tall and very shaped similar to the American Beauty type, fully double and This new strain is a complete mixture of all colors. Flowers are

Per Oz. 7.00

Per Lb. 70.00

SWEET PEA EARLY FLOWERING "Gingham"

Macdonald

mon rose under rose, changing to a rich sal It is a gorgeous flushed artificial

is an attractive combination of rose changing to white on the color packet available. edges of standard and wings. Schmidt Litho Co. will have a new throwing long husky stems bearing four florets each. "Gingham" have proven it entirely fixed. Plants make fine strong growth Sweet Pea we have ever seen. Seven generations in our trial ground measure over 21/2 inches. "Gingham" is the largest flowered lighting. Colossal flowers

Per Lb. 15.00